

Public Affairs & Press Request Form

For Public Affairs & Press support, complete and send to your Unit Manager & R10_Press_Team@epa.gov

Project Manager or Case Developer

Kate Spaulding

Unit Manager

Jeff KenKnight

Attorney

Stephanie Mairs

Estimated Announcement Date

December 15, 2015 (approximate)

Project Summary

- Hilcorp Alaska, LLC – Milne Point Unit
- February 28, 2015 release of crude oil/produced water (236 bbls) to tundra and gravel pad, Class II penalty - \$100,000, requires public notice
- Penalty memo, penalty addendum, CAFO attached
- Low controversy

Environmental Messages

Key ideas you want to tell the public about why this project is important to human health & environment

Message 1

Oil spills are bad for the environment.

Message 2

Message 3

Contacts & Notifications

People that need to know about this news: managers, respondents, respondent's attorney, PRPs, other agencies, tribes

Name	Title	Agency/Org	Email/Phone	When to	Who notifies
Stephanie Mairs	attorney	EPA ORC	Mairs.stephanie@epa.gov x7359	Before release	Press office
Jeff KenKnight	manager	EPA NCU	Kenknight.jeff@epa.gov , x6641	After release	Press office
Matt Carr	osc	EPA ECL	carr.matthew@epa.gov , x1-3616	After release	Press office
Svend Brandt-Erichsen	attorney	Marten Law	svendbe@martenlaw.com , 206-292-2611	Before release	Press office

Key Steps to Announce Your News

1. Program Request

2-3 weeks before your announcement or as early as possible:

1. Prepare a **Public Affairs Request Form**

- Send the completed form to your Unit Manager
- Your UM should review the form and send it to: R10_Press_Team@epa.gov
- Review EPA Region 10's [Public Affairs & Media Communications Policy](#)

2. When we receive your request, the Public Affairs Team will:

- Assign your project to a Press Officer
- Notify you that your project is assigned, usually within the week

2. Communications Draft and Reviews

Within 1 week of assignment, the Press Officer will:

1. Talk with you to discuss, as needed:

- Project / case background and facts, i.e. consent agreement, permit, grant, schedule, event
- Stakeholders, interested parties, potential level of interest / controversy
- Key messages and tone - why is this action important to human health/the environment
- Possible communication tools - e.g. press release or media advisory, web, social media
- For help with an R10 web project, email your request to R10_Web_Team@epa.gov

2. Press Officer will coordinate 1st draft review

- Communication Plan based on the information you have provided
- 1st draft news material/other communication tools for you to share with program staff
- Key reviewers are case/project manager and attorney
- Email subject: "[Name] Press Release – READY FOR CASE/PROJ MGR & ATTORNEY REVIEW"

3. Press Officer will reconcile initial comments into 2nd draft

- Next key reviewer is Unit Manager - cc case/project manager and attorney
- Email subject: "[Name] Press Release – READY FOR UNIT MANAGER REVIEW"
- Press Officer will also get peer reviews from Public Affairs Team

4. Press Officer will prepare final draft

- Key reviewer is Office Director - cc Unit Manager, case/project manager, and attorney
- Email subject: "[Project Name] Press Release – FINAL DRAFT READY FOR DIRECTOR REVIEW"
- Sensitive/hot announcements also need Ops Office/Public Affairs Director reviews

3. Issue News Announcement

1 day to 1 hour before news release

- Press Officer will review Communication Plan with you and spokesperson, as needed
- Team will confirm project web site updated, agreement filed, public notice published, etc.
- Press Officer confirms congressional and state notifications are completed by appropriate staff
- You, your case/project attorney, or the Press Officer will send a courtesy copy of our news announcement to key project contacts, e.g. respondent's or PRP's counsel, partners

News Release

- Press Officer sends news to media, external, and all internal contacts per Communication Plan
 - Press Officer shares media and external inquiries and coverage of the announcement
 - Press Officer and program spokesperson, if needed, will be available for news inquiries